

Message Text

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12

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 OPIC-06 AGR-10 FEA-01 /035 W

----- 084692

R 151514Z APR 76

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9791

USDOC WASHDC

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INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 2784

FOR: WASHINGTON COMMERCIAL ACTION GROUP (WCAG)

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: FY 76 CCP: END-OF-THIRD-QUARTER REPORT

REF: QUITO 2591

1. THE FOLLOWING REVIEW IS BASED ON THE FY 76 CCP THIRD QUARTER ACTIONS AS THEIR DRAFT WAS SLIGHTLY REVISED IN THE REFTEL.

2. ALL REQUIRED ACTIONS HAVE BEEN CARRIED OUT OR, AT LEAST, INITIATED AS REQUIRED, WITH THE FOLLOWING FEW MINOR EXCEPTION:

A. CAMPAIGN FOR BUILDING AND CONSTRUCTION EQUIPMENT- ACTION 10: IT HAS PROVEN EXTREMELY DIFFICULT TO OBTAIN USEFULLY DETAILED IMPORT FIGURES IN THIS PRODUCT CATEGORY, AND MOST OF THE AVAILABLE DATA DOES NOT GO BEYOND THE YEAR 1973. WE ARE CONTINUING HOWEVER TO TRY TO OBTAIN THE MOST USEFUL AND MOST UP-TO-DATE DATA AVAILABLE.

B. CAMPAIGN FOR AGRICULTURAL MACHINERY AND EQUIPMENT - ACTION 7: THIS ACTION HAS BEEN CARRIED OUT, BUT THE RESULTS HAVE NOT BEEN ENCOURAGING. THE CAMPAIGN MANAGER FORWARDED SOME TWENTY LETTERS TO THE APPROPRIATE AUTHORITIES OF VARIOUS STATE AND COUNTRY FAIRS IN THE UNITED STATES, SEEKING TO DETERMINE WHICH MIGHT BE SUITABLE FOR PROMOTION

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OF AN ECUADOREAN FOREIGN BUYERS GROUP. NONE (REPEAT NONE)

OF THE RESPONSES RECEIVED SEEM WORTHY OF FOLLOW-UP. HOWEVER, THE AGRICULTURAL ATTACHE DURING THE CCAG MEETING STATED THAT HE NOW HAS A FAIRLY COMPLETE COMPILATION OF ALL COMING SHOWS IN THE UNITED STATES THAT MIGHT BE WORTHWHILE FOR PROMOTION OF ATTENDANCE BY AN ECUADOREAN FBG. IT WAS DECIDED THAT THE AGRICULTURAL ATTACHE AND THE CAMPAIGN MANAGER WILL GET TOGETHER THIS WEEK AND THAT LETTERS WOULD BE SENT TO ANY AND ALL OF THOSE IN THIS LISTING THAT SEEM PROMISING.

C. CAMPAIGN FOR PETROCHEMICALS DEVELOPMENT - ACTION 6: WHILE THIS ACTION HAS BEEN CARRIED OUT THROUGH PUBLICATION OF ARTICLES IN THE EMBASSY'S COMMERCIAL BULLETIN (I.E., TO PROMOTE ATTENDANCE AT THE INTERNATIONAL PETROLEUM EXHIBITION AND CONGRESS, MAY 17-21 IN TULSA, OKLAHOMA), FOR TECHNICAL REASONS THE CAMPAIGN MANAGER WILL ONLY NOW BE ABLE TO ADDRESS INDIVIDUAL INVITATIONS TO POTENTIAL ECUADOREAN ATTENDEES.

3. HAVING REPORTED A LITTLE BIT OF "BAD" NEWS IN SUBJ-PARAGRAPHS A, B, C ABOVE, THE EMBASSY WISHES TO REPORT ALSO SOME BITS OF GOOD NEWS ABOUT THE PROGRESS OF THE CCP.

A. AS DETAILED IN THE FINAL PARAGRAPH BELOW, THE MISSION HAS SCORED IMPRESSIVE GAINS IN ITS OUTPUT OF REPORTING ON TRADE OPPORTUNITIES, ADS'S, LICENSING OPPORTUNITIES, JOINT VENTURES OPPORTUNITIES, AND MAJOR PROJECTS, DURING THE FIRST THREE QUARTERS OF FY 1976 AS COMPARED WITH THE SAME PERIOD OF FY 1975. WE BELIEVE THESE INCREASES ARE ESPECIALLY IMPRESSIVE IN LIGHT OF THE FACT THAT THE CONSULATE GENERAL'S (AND TO SOME EXTENT THE EMBASSY'S) OUTPUT OF THESE AND SOME OTHER KINDS OF COMMERCIAL REPORTING WAS UNDOUBTEDLY HEAVILY RESTRAINED BY THE HEAVY DIVERSION OF RESOURCES FOR WORK AT THE GUAYAQUIL INTERNATIONAL FAIR DURING THE FIRST TWO QUARTERS OF FY 1976.

B. THE E/C COUNSELOR HAS INSTITUTED A PROCEDURE UNDER WHICH ALL E/C OFFICERS ARE ENJOINED TO DEVOTE EACH THURSDAY MORNING ENTIRELY TO THEIR RESPECTIVE WORK RESPONSIBILITIES UNDER THE CCP. IN OTHER WORDS, ALL THE OTHER WORK LOADS IN THEIR INBOXES ARE TEMPORARILY SHUNTED ASIDE SO AS TO ASSURE THAT CCP OBLIGATIONS ARE MET ON A CONTINUING, UPDATED, TOP-PRIORITY BASIS AS THE CCP DESERVES. (OF COURSE, DURING THE THURSDAY "CCP MORNINGS," ATTENTION MUST OCCASIONALLY

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BE DIVERTED TO MEETING AND GREETING IMPORTANT BUSINESS VISITORS AND TO ATTENDING TO OCCASIONAL OTHER HIGH-PRIORITY WORKS ON WHICH ACTION CANNOT BE DELAYED; BUT ON THE WHOLE THE E/C COUNSELOR REPORTS THAT THIS DEVICE OF RESERVING A FIXED PERIOD EXCLUSIVELY FOR CCP WORK IS PROVING HIGHLY EFFECTIVE.)

C. AS DETAILED IN OUR TELEGRAM REPORTING THE CCAG MEETING HELD APRIL 14, WE HAVE REVITALIZED THE MARKET ANALYSIS UNIT (MAU), SO THAT ITS MEMBERS ARE NOW IN FACT DEVOTING A GOODLY

PORTION OF WORK TIME TO VISITS OUTSIDE THE MISSION, THUS
 FERRETING OUT TRADE OPPORTUNITIES THAT MIGHT OTHERWISE BE
 MISSED, OBTAINING INFORMATION FOR POST-INITIATED MARKET
 STUDIES, PROMOTING FBGS, AND CARRYING OUT NUMEROUS OTHER
 HIGHLY PRODUCTIVE INFORMATIONAL AND PROMOTIONAL ACTIVITIES.
 THE VISITS TO BUSINESSMEN AND GOVERNMENT OFFICIALS ARE
 BEING MADE IN ACCORDANCE WITH A CAREFULLY DEVISED "MAU WORK
 PROGRAM," WHICH GIVES PRIORITY TO MAU ACTIVITIES THAT
 DIRECTLY SUPPORT REQUIRED CCP ACTIONS.

4. FOLLOWING ARE DATA ON THE MISSION'S OUTPUT OF VARIOUS
 KINDS OF COMMERCIAL REPORTS:

JULY - MARCH
 FY - 75 FY - 76

PRIVATE TRADE OPPORTUNITIES	105	130
(EMB)	(47)	(82)
(CONGEN)	(58)	(48)

FOREIGN GOVERNMENT TENDERS	74	55
(EMB)	(34)	(31)
(CONGEN)	(40)	(24)

ADS	42	52
(EMB)	(21)	(49)
(CONGEN)	(21)	(3)

WTDR	195	175
(EMB)	(83)	(98)
(CONGEN)	(112)	(77)

LICENSING OPPORTUNITIES/
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JOINT VENTURES	3	18
(EMB)	(2)	(15)
(CONGEN)	(1)	(3)

MARKET STUDIES	2	3
(EMB)	(2)	(2)
(CONGEN)	(-)	(1)

MAJOR PROJECTS REPORTED	18	31
(EMB)	(18)	(31)
(CONGEN)	(-)	(-)

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